

**REMARKS**

A. By this amendment, claims 1-39 have been canceled, new claims 40-79 have been added, and Figs. 5B and 8 are amended. No new matter is involved.

Claims 40-78 correspond in large part to the originally filed claims, but have been amended for clarity in order to better point out the distinguishing technical features of the claimed invention. In the new claims, it is now made explicitly clear that the present invention is implemented in and for a mobile i.e., cellular, telephone network, in distinction from the formerly recited "mobile communication network". In this way, the claimed invention is clearly distinguished from general mobile communication networks such as wireless local area networks (WLANs) and wide area networks (WANs) such as the so-called "WiFi" (IEEE 802.11x standard wireless networks) and similar wireless packet-switched data networks, since as is well understood in the art, mobile telephone networks, i.e., mobile cellular telephone networks such as GSM (TDMA), IS-95, PCS (CDMA), IMT-2000, UMTS and various generation digital mobile telephone networks are Circuit-Switched networks, not Packet-Switched networks, and implement quite different transmission formats and switching techniques, including the use of discrete communication channels, than do general packet-switched wireless communication networks. This distinction has been drawn in the newly presented claims in order to avoid any confusion as to the nature of the wireless communication network to which the claimed invention is directed.

Claims 40-49, 58-61 and 69-72 are directed to a broadcasting service system for enabling the reception of television broadcasts via a mobile cellular telephone terminal; Claims 50-53 are directed to a mobile telephony terminal usable in implementing such a broadcasting service system; Claims 54-57 are directed to a broadcasting service system using a mobile cellular telephony terminal; Claims 62-68 are directed to a broadcasting service method for enabling the reception of television broadcasts by a mobile cellular telephone subscriber terminal; Claims 73-78 are directed to a mobile cellular telephone subscriber terminal having functionality for

directly receiving television broadcasting; and Claim 79 is directed to a method for providing a television broadcast reception service over a mobile telephone network.

It is submitted that the claimed implementations for providing a system, terminal and method for enabling the reception of television broadcasts via a mobile cellular telephone network are novel and non-obvious over the prior art, in that there has been absolutely no teaching or suggestion in the prior art for enabling such implementations via a mobile cellular telephone network or using a mobile telephone terminal.

While it has been known to receive and transcode (reformat) television broadcasts for retransmission in a compatible format for reception over a general wireless network such as in the Margulis '503 reference and in the newly cited US Patent 6,816,704 of Fukuda (MMAC) in order to enable remote TV viewing on a mobile terminal, there has been absolutely no teaching nor suggestion in the art of record for doing so in a mobile telephone network as is claimed by the present applicants.

In this regard, Applicants respectfully submit that the Examiner's continued reliance upon the Tracton et al. reference as suggesting an implementation using a cellular telephone is misplaced, because Tracton et al. only at most suggest the possibility of implementing a Javascript cellular telephone browser client, for being served over a data pathway, but do not teach or suggest in any respect how to serve such a client on a mobile telephone network, which hardly qualifies as the broad characterization of a cellular telephony implementation upon which the Examiner has relied.

Similarly, the Examiner has improperly relied upon Cerna et al. which teaches flow control by varying the bandwidth used by voice data packets in a wired trunkline (not wireless) packet switched (not circuit switched, as all mobile telephone networks are) communications network environment, whereas Cerna et al. can hardly suggest how to implement rate control of television broadcast audio and video and EPG data

being transcoded and then transmitted over a mobile cellular telephone network transmission channel as the Examiner has alleged.

Finally, the Examiner's attention is respectfully directed to the following later-filed patents and applications all directed to similar subject matter as the present application: US Pat. 6,950,624; US Pat. 6,873,853; US 2001/0048685; and US2004/0216162. It is submitted in view of these late-comer implementations, several of which draw directly upon the basic system first disclosed by the present applicants' own published priority Korean application that the implementation of transmission and reception of television broadcasting via a mobile telephone network had not been described nor suggested in the art until the present applicants disclosed such in the present application.

It is therefore respectfully requested that upon further consideration the grounds for rejection of record be withdrawn and the claims as here amended be passed to allowance without further delay.

B. An Information Disclosure Statement (IDS) is being filed on even date herewith to bring to the attention of the Examiner US Patent. 6,816,704 (Fukuda), of which the applicant has become aware as it was cited during the examination of a later-filed application of Samsung Electronics (now US Pat. No.6,950,624) directed to similar subject matter to the present application. The Fukuda '704 reference is thus deemed as relevant to the patentability of the present application.

The claimed invention is distinguishable over the Fukuda '704 reference because the present invention is implemented in a mobile telephone network whereas Fukuda '704 implements a general wireless local area or wide area network (MMAC system of Japan, similar to IEEE 802.11x of USA and HiperLan of EU, all being packet-switched data networks), and there is no teaching or suggestion in Fukuda '704 for implementing the method or apparatus thereof in a circuit switched mobile telephony network nor how it could be done.

Drawing Changes

Attached are Replacement Sheets for Figures 5B and 8.

The changes to the Figures are as follows:

FIG. 5B - At top right of block 518, the label should read "ANALOG TV SIGNAL PROCESSING UNIT" instead of "DTV... ", because this embodiment is for analog TV reception and onversion (FIG. 5A shows embodiment for DTV).

FIG. 8: bottom right-hand arrow under "MOVING PICTURE TRANSMISSION", the arrow should face to right (MTSO |=====> |TERMINAL), not to left (<===) as now shown.

Conclusion

Entry of the above amendments is earnestly solicited. An early and favorable first action on the merits is earnestly solicited.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Esther H. Chong (Reg. No. 40,953 ) at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.14; particularly, extension of time fees.

Dated: **May 30, 2006**

Respectfully submitted,

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**AMENDMENTS TO THE DRAWINGS**

Attached hereto of corrected formal drawings that comply with the provisions of 37 C.F. R. § 1.84. The corrected formal drawings incorporate the following drawing changes:

Attached are Replacement Sheets for Figures 5B and 8.

The changes to the Figures are as follows:

FIG. 5B - At top right of block 518, the label should read "ANALOG TV SIGNAL PROCESSING UNIT" instead of "DTV... ", because this embodiment is for analog TV reception and onversion (FIG. 5A shows embodiment for DTV).

FIG. 8: bottom right-hand arrow under "MOVING PICTURE TRANSMISSION", the arrow should face to right (MTSO |====> |TERMINAL), not to left (<===) as now shown.

It is respectfully requested that the corrected formal drawings be approved and made a part of the record of the above-identified application.

Attachment:     Replacement sheet  
                     Annotated sheet showing changes